

# DRUG EDUCATION FOR YOUTH

## DEFY SOCIAL MEDIA CALENDAR

The below social media posts provide short, concise messaging for Drug Education for Youth (DEFY) program coordinators to share with parents, volunteers, and various command organizations through their social media channels such as Facebook. These messages are a great way to reach your target audience and to interact directly with parents and volunteers. Sharing these messages through your command social media channels is more impactful than you may realize.

Recruiting	Posts
	<p>What's DEFY? The Drug Education For Youth (DEFY) Program is a yearlong, locally sponsored and operated program designed to improve youth resiliency and strength and to empower youth to build positive healthy lifestyles as drug-free, successful citizens. Plus, it's FUN! <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a></p> <p><b>Link:</b> <a href="http://youtu.be/fulJ-OmQdPE">http://youtu.be/fulJ-OmQdPE</a></p>
	<p>Its summertime! Have you enrolled your kids in DEFY? DEFY is a substance abuse prevention and comprehensive life skills program for kids ages 9 – 12. DEFY deters “at-risk” behaviors by giving kids the tools they need to resist drugs and develop positive social skills. <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a></p> <p><b>Photo:</b> <a href="https://flic.kr/p/nWxFTP">https://flic.kr/p/nWxFTP</a></p>
	<p>How can DEFY benefit your child? The leadership and life skills training provided by DEFY include: goal-setting, team-building, conflict resolution and decision-making. <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a></p> <p><b>Photo:</b> <a href="https://flic.kr/p/nWxffK">https://flic.kr/p/nWxffK</a></p>
	<p>The Drug Education For Youth (DEFY) Program has been nationally recognized as a preemptive substance abuse prevention program that uses modern and effective methods to help kids stay healthy and drug free. <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a></p> <p><b>Link:</b> <a href="http://youtu.be/073MrAis2ng">http://youtu.be/073MrAis2ng</a></p>
	<p>DEFY Phase I is just around the corner! Phase I is a structured 5-day residential or 8-day non-residential camp environment conducted during the summer. Phase I participants engage in educational trips and participate in the President's Fitness Challenge. Enroll your child today. <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a></p> <p><b>Photo:</b> <a href="https://flic.kr/p/nYjq4">https://flic.kr/p/nYjq4</a></p>
	<p>Fall is here and so is DEFY Phase III! Phase II is designed to reinforce the concepts and training received in Phase I. During the school year, mentors and staff provide positive support during group mentoring sessions and interactive workshops. Enroll your child today. <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a></p> <p><b>Link:</b> <a href="http://youtu.be/svGZNduKC9c">http://youtu.be/svGZNduKC9c</a></p>
Volunteer Recruiting	
	<p>Set an Example. Be a Volunteer. Mentoring is the backbone of the DEFY Program. Find out how to volunteer today. <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a> #SetAnExample #DEFY</p>
	<p>Enthusiastic volunteers willing to invest their time and effort in the future of our nation's youth are key to DEFY's success. Volunteer this summer. <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a> #SetAnExample #DEFY</p>
	<p><i>“Adult volunteers are needed to help make the project a success. It takes a lot of energy, and most importantly, a strong commitment to make a difference in the lives of our youth.”</i> -- NCC Anthony Darby, veteran DEFY volunteer.</p> <p>Volunteer today. <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a> #SetAnExample #DEFY</p> <p><b>Photo:</b> <a href="https://flic.kr/p/nWqo8E">https://flic.kr/p/nWqo8E</a></p>
	<p>To be a DEFY mentor, you don't need special skills, just an ability to listen and to offer friendship, guidance and encouragement to a young person. And you'll be amazed by how much you'll get out of the experience. <a href="http://ow.ly/xTluE">http://ow.ly/xTluE</a> #SetAnExample #DEFY</p> <p><b>Photo:</b> <a href="https://flic.kr/p/nE3BVM">https://flic.kr/p/nE3BVM</a></p>